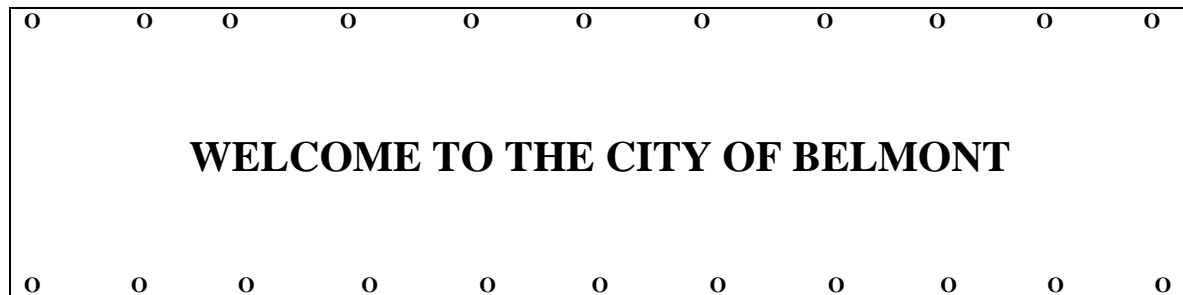




## RALSTON AVENUE BANNER DESIGN REQUIREMENTS

- 1.) Banners must be 20 feet wide and 4 feet tall.
- 2.) Grommets must be at all 4 corners and every 2 feet along the top and bottom.
- 3.) Grommets must be installed within a ½ inch of the edge of banner.
- 4.) Air holes or slits are strongly recommended.
- 5.) Owners are responsible for cleaning and maintaining the banners.

Note: Clips used to attach the banner to the cables will be provided by the city.



**Banner Policy**  
**Revised 3/13/07**

City or city-sponsored events are given “first priority” for use of the banner poles.

Belmont affiliated non-profit organizations are given “second priority” for use of the banner poles *to advertise specific events. The definition of an affiliated group is a service organization (i.e. Rotary, Kiwanis, Optimists, etc.), Belmont based 501 (c3) organizations, the Belmont Redwood Shores School District, Sequoia High School District, Notre Dame Elementary and High School, and Notre Dame De Namur University.*

No groups with banner messages advocating specific issues or commercial entities will be allowed to use the banner poles.

All applications must be made in writing on the Temporary Banner Permit Application form available in the Permit Center. Applications can be for one or two banners displayed at the same time. If two applications are made for the same week, a permit will be given for only one set of poles.

The City has the right to refuse to display any banner. Refusals by the Public Works Department can first be appealed to the City Manager. If the applicant is not satisfied with the determination of the City Manager, then the applicant can appeal the City Manager’s decision to the City Council for final determination.

No banners will be used to advertise a business or product *or advocacy message of any kind.*

All banners must meet adopted construction specifications and insurance requirements.

Banners will be limited to one week *with the exception of the City’s Holiday Banners that will be in place between Thanksgiving and New Years Day.*

No group may request using the banner poles more than three times in any calendar year.